

COSMOPROF WORLDWIDE BOLOGNA 2025

EVENT CALENDAR

THURSDAY, MARCH 20, 2025

INSTITUTIONAL EVENT

10:30 AM - 11:30 AM CEST OPENING CEREMONY COSMOPROF WORLDWIDE BOLOGNA Presented by COSMOPROF SERVICE CENTER – ONSITE Italian/English

WORLD MASSAGE MEETING

11:30 AM - 11:40 AM CEST INTRO DAY 1: THE POWER OF HUMAN TOUCH THROUGH MASSAGE Presented by COSMOPROF MALL – ONSITE

In the typical frenzy of our lives, the quest for longevity often leads us to scrutinize new diets or fitness programs, focusing on our own individuality. However, one of the most overlooked aspects is the value of human relationships and empathic contact. Studies show that maintaining social connections can positively influence our health and longevity on Earth. Massage, and the interface and trusting relationship one establishes with the holistic practitioner, is rightfully part of the set of social relationships to be cultivated. In an age dominated by technology and virtual distance, it's important to remember the irreplaceable value of genuine human contact. Massage reminds us that sometimes the gentle touch of another person is just what we need to nourish our vitality and prolong our existence.

Training guides: Ivan Conversano, President of EMA - European Massage Association; Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®]; Hayley Snishko, Owner of Mind Body Touch Training Ltd

WORLD MASSAGE MEETING

11:40 AM - 12:20 PM CEST HOW PERSONALISED AI-GENERATED SOUNDSCAPES WILL ENHANCE MASSAGE TREATMENTS AND NATURAL AGING Presented by COSMOPROF MALL – ONSITE

How can we elevate the wellness experience? This keynote introduces a new approach: sound branding and Al-driven, science-backed generative soundscapes tailored to every moment of the massage experience.

By mapping out treatments in collaboration with therapists, White Mirror's proprietary AI Generative Soundscape system creates infinite variations of realtime soundscapes, perfectly timed to each phase of the massage. Additionally, vibroacoustic 'felt sound' extends the effect of these soundscapes, creating deeper, more immersive experiences.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®]; Hayley Snishko, Owner of Mind Body Touch Training Ltd **Speaker:** Tom Middleton, Co-Founder White Mirror / Sensory Designer

COSMOPACK STAGE

12:00 PM - 12:30 PM CEST LEAVES: THE BEAUTIFUL FUTURE OF SUSTAINABLE PACKAGING Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 – ONSITE English

Nature creates the most beautiful designs – and leaves are the best example. This presentation explores their potential as a natural, elegant, and sustainable packaging material for beauty products. Naturally beautiful, lightweight, durable, aesthetically unique, and 100% biodegradable, palm leaf packaging offers a premium, eco-friendly alternative to conventional materials.

Discover how bioeconomy principles and the inherent beauty of nature are shaping the future of sustainable beauty packaging – and why leaves might just be the perfect match for your next beauty line.

Speaker: Dr. Claudio Fritz-Vietta, Founder of LEEF Blattwerk GmbH

SANA GREEN LOUNGE

12:00 PM - 12:45 PM CEST BEAUTY FROM INSIDE: CARING FOR YOUR APPEARANCE WITH NUTRITION Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian

Foods are not only a collection of caloric nutrients needed to provide energy but also an irreplaceable source of compounds that ensure a healthy and pleasant appearance of our bodies. These include polyunsaturated fatty acids, antioxidants, polyphenols, and certain minerals such as selenium, all of which are found within foods and have been shown to be effective in ensuring a healthier appearance of various parts of our bodies such as hair, nails, and skin.

Therefore, understanding what these nutrients are, what foods they are found in, and how they act in the body is a key step in being able to achieve a high state of health (and beauty) through healthy eating.

Introduction by Prof. Sebastiano Porretta AITA president and SANA consultant

Speaker: Mattia Di Nunzio, Associate Professor in Biochemistry, University of Milan

WORLD MASSAGE MEETING

12:20 PM - 12:50 PM CEST' 'TOUCH AND CONSCIOUSNESS' SKIN, PSYCHE, MASSAGE: SAMA BODYWORK Presented by COSMOPROF MALL – ONSITE

Touch is the sense of the skin. The skin is born together with the nervous system and communicates with it constantly throughout life, recording every single tactile and emotional experience, defining who we are.

But do we really realize this? Can people listen to their bodies through their skin? Sama bodywork through the system of 'Touch and Consciousness' represents for the recipient, a treatment that offers an opportunity to achieve greater awareness of one's bodily self, with its physical and emotional uniqueness.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®; Hayley Snishko, Owner of Mind Body Touch Training Ltd Speaker: Raffaella Gazzoni, Massage teacher - Founder of ArteMassaggio School -Creator of "Tocco e Coscienza" Method

12:30 PM - 1:00 PM CEST TRENDS & TECH THAT MAKE SCENTS: THE FRAGRANCE INDUSTRY REIMAGINES SOURCING, PRODUCTION, AND CONSUMER-FACING INNOVATION Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 – ONSITE English

Fragrance houses, perfume manufacturers, and raw material suppliers are on the leading edge of innovation—introducing ingredients found in the lab and in the wild; bolstering production with AI, automation, mixed reality, and other new technologies; anticipating and addressing consumer expectations with scents and science.

In this presentation cosmetic and personal care industry observer Deanna Utroske discusses consumer and brand trends, new and newly inspiring fragrance inputs, sustainability in sourcing and sampling, as well as the ways that next-generation production technologies supports the work that people do and creates new opportunities for collaboration and innovation.

Speaker: Deanna Utroske, Editor of the Beauty Insights newsletter & Host of the CosmoFactory podcast

COSMOTALKS

12:30 PM - 1:30 PM CEST PILLOW TALK: UNLOCKING OPPORTUNITIES IN ASIA'S GROWING WELLNESS AND SLEEP ECONOMY FOR BEAUTY BRANDS Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

In this talk, we will explore how beauty brands can tap into the growing wellness and sleep economy in Asia, where fast-paced lifestyles, long hours in front of screens, and societal pressures are leading to increasing stress and sleep issues. With sleep problems affecting both physical well-being and beauty, consumers are increasingly seeking solutions that promise restful sleep and rejuvenation. Historically, good sleep has always been the number one solution for enhanced beauty. Today, beauty brands are not only addressing sleep-related concerns but also adapting to the fast-paced lifestyles of younger consumers, offering innovative products that cater to their need for convenience, effectiveness, and self-care.

Moderator: Charlie Gu, Founder & CEO, Jingzhi Media Group Speaker: Sophia Dumenil, Co-founder, The Chinese Pulse agency; Yumi Kim, Marketer, Digital Marketer, SNS Marketer, E-commerce, Influencer, Influencer Marketing; Dominique Petruzzi, Research Expert for Non-food FMCG and Retail, Statista; Demi Shi, Head of Brand Partnerships, Douyin E-commerce Global

WORLD MASSAGE MEETING

12:50 PM - 1:20 PM CEST CARING MASSAGE Presented by COSMOPROF MALL – ONSITE

French Riviera Marine SPA Massage, with Self-Heating Pebble Speaker: Sandra Delgado, Beauty Trainer – CIDESCO International

Like summer rain in the Mediterranean, the ultra-fine massage oil with a velvety slip warms up the skin of the back. The double massage begins on half of the back, alternating between deep upward movements and liberating downward smoothing strokes. Ocean rollers, breaststrokes and sailing manoeuvres release tension and relax the muscles, in time with the hand and the Warm Pebble.

Bringing the back into harmony, by gentle stretching along the spinal column and swimming movements around the shoulder blades, finishes with large smoothing strokes inspired by the marine waves.

Droplets of warm oil then cover the lower part of the body. To short-circuit negative thoughts and mental load, the double massage changes direction and criss-crosses between the hand and the Warm Pebble for a total feeling of lettinggo.

Exclusive amphora, rudder, Mediterranean dance and sea serpent manoeuvres stretch tight muscles, target points of tension, lighten legs and ease the mind.

Sculptural Face Massage **Speaker**: Rea Tafaj, Beauty Therapist – CIDESCO International

Sculptural massage is an innovation in the field of facial massage, designed to offer an exceptional experience and achieve specific goals. By utilizing the best professional techniques from around the world and a holistic approach to client well-being, Sculptural Massage provides a unique experience of health and relaxation.

Sculptural massage employs a combination of different techniques to deliver numerous benefits for both the face and the spirit. Some benefits of facial sculpting massage include: increased blood circulation; reduction of puffiness, swelling, fine lines and wrinkles; improvement of skin tone and facial contours and finally, a general improvement of emotional state.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®; Hayley Snishko, Owner of Mind Body Touch Training Ltd **Speaker:** Sandra Delgado, Beauty Trainer of CIDESCO International; Rea Tafaj, Beauty Therapist of CIDESCO International

WORLD MASSAGE MEETING

1:20 PM - 2:00 PM CEST BODYFULNESS Presented by COSMOPROF MALL – ONSITE

Every imperfection, pain, every small bodily discomfort is a message. Every professional who achieves good results with their clients knows this: those who rely on our hands do so for a specific wellness or beauty goal. However, already from the first sessions, the person not only sees good results but also feels better, is more serene, more smiling. This is because the body and mind are not two separate entities but an inseparable whole in which one depends on the other in a constant relationship. With the Bodyfulness approach we are aimed at beauty and well-being but not only! Our path is toward the Personal Growth of the recipient and the practitioner. Through contact we translate the intrinsic messages expressed by the blemish, pain or discomfort experienced. We re-educate the body and mind to a renewed condition that will enable the individual to live a life worth living.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®]; Hayley Snishko, Owner of Mind Body Touch Training Ltd **Speaker:** Irina Geyman, General Manager "Berlin Academy of Modern Massage"; Olga Volobujeva, Owner & Founder Studio 47 skin clinic

SANA GREEN LOUNGE

2:00 PM - 2:45 PM CEST NUTRITION AND HERBALISM: THE NEW ERA OF NATURAL NOURISHMENT Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian

A journey to the roots of everyday wellness in nutrition, revealing the essential fundamentals of nourishing body, mind and soul and revealing how to ennoble the ancient art of the herbalist.

In a world where nutrients are scarce and scientific research approaches ancient wisdom, Elena Finessi, Wellness Expert, offers an alchemical look at nutrition and an integrated approach to phytotherapeutic treatment.

Speaker: Elena Finessi, Holistic Wellness Expert and Founder of elenafinessi.com

COSMOTALKS

2:00 PM - 3:00 PM CEST EMPOWERING BEAUTY: UNLOCKING OPPORTUNITIES THROUGH THE LENS OF WOMEN'S LIFE STAGE HEALTH Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

The rapid evolution of women's health, alongside growing consumer demand for gender equality, health equity and inclusivity are reshaping traditional beauty and wellness landscapes. Embracing the opportunity requires addressing unique physical, nutritional, emotional, and lifestyle needs for more tailored solutions that resonate across life stages. Amid increased awareness and recognition of underserved areas, brands have the potential to diversify, curate and create propositions through a women's health-centric lens and integrative lifestyle-driven regimen building. This involves assessing adjacencies, leveraging hormonal health and femtech insights for product development, and enhancing benefit spaces with targeted messaging, education and science-led innovations. Join Euromonitor International in this session to uncover strategies for transforming beauty and wellness through a women's health perspective, maximising value for consumers, society, and business alike.

Moderator: Lauren O'Connell, Beauty Editor, Cosmopolitan Middle East magazine **Speaker:** Irina Barbalova, Global Lead Health & Beauty, Euromonitor International; Heather Jackson, GenM CEO & Co-Founder; Hannah Samano, Founder & CEO, Unfabled; Silvia Santinelli, Trade Marketing Manager, Jean Paul Mynè

COSMO ONSTAGE

2:00 PM - 2:45 PM CEST DR. SPILLER PURE SKINCARE SOLUTIONS - EXCLUSIVE SKINCARE INSPIRED BY NATURE Presented by COSMOPROF MALL – ONSITE

Premier quality. Exclusivity. Inspired by nature.

Based on these principles, Dr. Spiller Pure SkinCare Solutions develops highly effective skincare products whose primary goal is to support the skin in its natural functions and to keep it healthy. Dr. Spiller stands for more than 60 years of experience, for research and development at our in-house laboratories and for the commitment to making exclusive quality "made in Germany" a beautiful experience for the skin and the senses. The demonstration invites you to find out more about the Dr. Spiller company, its philosophy and product diversity. The new formulation of the Oxygen Vial Line, an absolute bestseller series in the anti-ageing sector, will also be presented.

Speaker: Tetiana Kravchenko, International Trainer, Dr. Spiller GmbH

2:15 PM - 2:45 PM CEST NATURE'S BIODIVERSITY - THE KEY TO A HEALTHY SKIN Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 – ONSITE English

In my presentation, I'll take you on a journey by showing how modern life has disconnected us from nature. With over 95% of Westerners' time spent indoors, we've lost an essential connection between our skin and the natural microbial world. But what if we could restore that bond? Nature's biodiversity is the key to a healthy skin, and I'll reveal how we can reconnect with it, even in our modern, indoor lifestyles.

I'll also present the "big idea" - that the diverse microbiomes in nature play a crucial role in the well-being of our skin, offering solutions that can change the way we approach skincare in the future.

Speaker: Rita Nordin, CMO, Co-founder of Uute Scientific Oy

COSMO ONSTAGE

2:45 PM - 3:30 PM CEST SWISSE PROFESSIONAL: THE HOLISTIC REVOLUTION IN PROFESSIONAL BEAUTY TREATMENTS Presented by COSMOPROF MALL – ONSITE

A powerful synergy between beauty treatments, professional haircare and nutritional supplements for an in&out approach that maximizes and prolongs results. Swisse, a leading nutritional supplement brand, is launching an exclusive line for beauty salons. Beauty professionals will guide clients in choosing the ideal product to enhance facial, body, or hair treatments, offering and selling the supplements directly to reinforce their role as wellness consultants for a holistic Beauty From Within experience.

Swisse Professional will be available only through professionals, ensuring an exclusive and personalized offering that elevates the customer experience to new levels of care and effectiveness.

Moderator: Camilla Barni, Journalist and radio speaker Mabella **Speaker:** Eurídice Castañeda-Gutiérrez, Senior Manager Translational Science, H&H Group; Roberta Elefante, General Manager, H&H Italia; Greg Weatherhead, Innovation and Research Director, Europe, H&H Group

COSMETICA ITALIA

3:00 PM - 4:00 PM CEST NUMBERS, TRENDS, AND VALUES OF COSMETICS Presented by Cosmetica Italia LOUNGE COSMETICA ITALIA - CENTRO SERVIZI BLOCK D - 1ST FLOOR – ONSITE Italian

3:00 PM - 3:30 PM CEST THE IMPACT OF ROBOTIC AND DEEP LEARNING IN COSMETICS Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 – ONSITE Italian

Doss in collaboration with Schneider Electric will present the latest solutions based on deep learning technology and robotics capable of increasing process efficiency, quality and safety of cosmetic products, both inline and offline.

Innovation and research that have enabled greater versatility of sorting criteria ensuring greater accuracy in all stages of visual inspection. This is thanks to models based on deep learning and advanced vision algorithms that allow deep and massive processing of images and possible categories of defects to guarantee product integrity and therefore brand reputation. Production data are integrated with the traceability system to generate the product authenticity and uniqueness necessary in order to combat the "grey market."

Speaker: Giancarlo Carlucci, Segment solution consultant CPG of Schneider Electric SpA; Cesare Finazzi, CEO of Doss Visual Solution Srl

COSMOTALKS

3:30 PM - 4:30 PM CEST AFRICA'S NATURAL WEALTH: CELEBRATING ITS INDIGENOUS INGREDIENTS Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

Africa is rich in natural resources and is home to some of the most sought-after beauty and wellness ingredients, including shea butter, baobab oil, moringa, and marula. These indigenous resources, deeply rooted in African traditions and heritage, have gained global recognition for their potency, sustainability, and cultural significance.

This panel discussion will explore the immense value of Africa's natural wealth, highlighting how these ingredients are shaping the global beauty and wellness industries. The conversation will also address the challenges of commercializing indigenous ingredients while ensuring that African farmers, artisans, and businesses reap the benefits of their land's natural gifts.

This panel celebrates Africa's natural wealth and aims to advocate for greater equity in the supply chain, encourage sustainable business practices, and spotlight the potential of indigenous African ingredients to lead the future of conscious beauty and wellness.

Moderator: Teneshia Renee, Founder Blanc Media & Blanc Magazine **Speaker:** Oreoluwatomi Lawani, Founder/CEO, Arami Essentials; Claire Marty, VP, NielsenIQ Global Beauty Vertical; Valerie Obaze, Founder of R&R Skincare; Salwa Petersen, Founder & Chief Executive Officer of Chéribé Beauty; Suzie Wokabi, Founder, SUZIEBEAUTY & SB DADA

3:45 PM - 4:45 PM CEST NEVER ENDING BEAUTY: COSMETIC PACKAGING BETWEEN CIRCULARITY AND SUPPLY CHAIN SYNERGY / SUSTAINABILITY OF THE COSMETIC PRODUCT Organized by Cosmetica Italia, Hera COSMOPACK STAGE - PAD. 20 – ONSITE Italian

With the participation of: Aliplast, Eurovetrocap, Scart, Pinkfrogs cosmetics

COSMETICA ITALIA

4:00 PM - 5:00 PM CEST THE EVOLUTION OF E-COMMERCE IN THE COSMETICS MARKET IN ITALY Organized by Cosmetica Italia, Human Highway, Witailer LOUNGE COSMETICA ITALIA - CENTRO SERVIZI BLOCK D - 1ST FLOOR – ONSITE Italian

SANA GREEN LOUNGE

4:00 PM - 4:45 PM CEST ARGITAL GREEN CLAY, A NATURAL ANTI-AGING AGENT THAT PURIFIES, MOISTURISES, NOURISHES AND PROTECTS THE SKIN Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian

Argital green clay is Sicilian and of marine origin. It contains all the trace elements and many mineral salts that nourish and tone the skin. It harmonises the skin as it brings the rhythm of the tides to it. It was formed around 16 million years ago when the planet was much younger, healthier, cleaner, and more vital than it is today. Green Argital clay in its elements holds the forces of a very ancient past. These forces are released and given to the skin every time it is used as a cream, as a mask, as a shampoo or other cosmetic product. The life forces contained in green clay are forces that no longer exist today; they are a heritage and a priceless asset.

Argital green clay purifies, moisturises, nourishes and protects the skin.

Speaker: Giuseppe Ferraro, Owner of Argital

COSMOFORUM

4:00 PM - 6:00 PM CEST IMAGINE AWARDS 2025 Presented by COSMOPROF BUYER LOUNGE - HALL 14 – ONSITE Italian

The "Imagine Award of Perfumers," now in its third edition, is the first cosmetic industry award judged exclusively by perfumers—both store owners and sales associates, or rather, "beauty coaches"—in those unique shops where personalized advice is at the core of the offering. These professionals serve as true cultural mediators of beauty, combining deep product knowledge with firsthand consumer interaction. Their votes provide a 360-degree evaluation, considering multiple aspects ranging from functionality to user experience, practicality, and brand appeal.

Eight Award Categories:

Communication Hair Make-up Others Body Skincare Face Skincare Tradition & Creativity Perfume

A select committee of perfumers curated a shortlist of six finalists for the first seven categories. For the Perfume category, all fragrances awarded in the 2024 edition of the Accademia del Profumo Awards automatically qualify as finalists. This criterion stems from a strategic partnership with Accademia del Profumo, fostering synergy and inclusion among all key players and institutions in the perfumery industry.

The shortlisted products and the 12 winners of the 2024 Accademia del Profumo Awards will be assessed by a panel of perfumers and beauty coaches, who will cast their votes based on their professional experience and the selection criteria provided by the committee.

The most voted products in each category will be announced at Cosmoprof on Thursday, March 20, at 4:00 PM, during a dedicated event.

BEAUTY STARS

4:30 PM CEST BEAUTY STARS Presented by COSMOPROF MALL – ONSITE Italian

BEAUTY Stars award ceremony, 1st edition of the beauty award reserved for professional beauty operators and companies.

Presentation of the Lifetime Achievement Award to Diego Dalla Palma, an icon in the history of beauty.

COSMOTALKS

5:00 PM - 6:00 PM CEST THE COSMOTRENDS REPORT: BOLOGNA 2025 Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

Each year, Cosmoprof presents its official CosmoTrends Report, showcasing directional products from Cosmoprof Bologna exhibitors and serving as an iconic roadmap for show attendees. Join the BEAUTYSTREAMS team for exclusive insights into The CosmoTrends Report 2025 and discover the most notable innovations from emerging brands across all beauty categories. Key drivers such as lifestyle, statistics, and market trends will support each of the CosmoTrends showcased in the report.

The CosmoTrends Project is presented in 3 formats: Report, Live Seminar, and Installation.

Speaker: Eleonora Mazzilli, Trend Localization & Business Development Director for North America, BEAUTYSTREAMS; Fernanda Pigatto, Global Partnerships Director, BEAUTYSTREAMS

FRIDAY, MARCH 21ST, 2025

COSMOTALKS

10:30 AM - 11:30 AM CEST A THOUGHT-PROVOKING DISCUSSION ON THE SUCCESS OF EUROPE'S BEAUTY AND PERSONAL CARE INDUSTRY Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

The Value of Beauty Alliance is a CEO-led initiative that represents the EU value chain of the beauty and personal care industry which includes farmers, glassmakers, perfumers, manufacturers, professional services and retailers. Its mission is to raise awareness for the industry's vital role in the EU, ensuring the beauty and personal care value chain is recognised as a strategic sector in Europe.

Join us for a discussion on the findings from our latest report which highlights the socio-economic impact of the beauty and personal care industry to the EU.

Moderator: Emmanuel Hembert, Global Lead for Cosmetics, Personal Care & Pharma

Speaker: Dorle Bahr, Head of Environmental Strategy & Reporting (Corporate Sustainability) Beiersdorf; Roberto Bottino, CEO of Ancorotti Cosmetics; Filippo De Caterina, Director Corporate Affairs and engagement, L'Oréal Italy; Simone Dominici, CEO of KIKO Milano

WORLD MASSAGE MEETING

11:00 AM - 11:10 AM CEST INTRO DAY 2: MASSAGE AS A FUNDAMENTAL ALLY FOR HEALTH Presented by COSMOPROF MALL – ONSITE

Massage is a powerful tool for promoting health in multiple ways. Through analysis of anatomy and system function, massage emerges not only as a powerful tool for relaxation and well-being, but also as a key ally for cardiovascular health. And it also helps promote a harmonious balance of the body's hormones.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®]; Hayley Snishko, Owner of Mind Body Touch Training Ltd

SANA GREEN LOUNGE

11:00 AM - 11:45 AM CEST ESSENTIAL OILS: HARMONY FOR MIND AND BODY Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian

Essential oils are an ancient natural resource for physical, emotional and mental well-being. This seminar explores the holistic benefits of oils, focusing on their ability to balance mood, reduce stress, and promote overall health.

Through an integrated approach, we will discover how these plant essences can become part of a daily routine for personal well-being, connecting mind and body in a harmonious synergy.

Speaker: Valentina Carnieli, Ayurvedic therapist

WORLD MASSAGE MEETING

11:10 AM - 11:50 AM CEST RESETTING THE MUSCULOSKELETAL SYSTEM FOR RAPID AND SUSTAINABLE PAIN REMOVAL PLUS ENHANCED PHYSIOLOGY, USING NST SPINAL INTEGRATION Presented by COSMOPROF MALL – ONSITE

NST burst onto the international therapeutic scene in 1996 at various prestigious osteopathy, physiotherapy and kinesiology institutes throughout Europe, USA, Canada and Australia rapidly making a name for itself as a 'wonder technique' for pain removal and rejuvenation.

Like no other technique in the world, NST efficiently and comprehensively resets the musculoskeletal system to bring about rapid pain removal, enhanced physiology and emotional balance via the systematic integration of muscles, fascia, nerves, tendons and ligaments to elicit profound organismic healing responses.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®; Hayley Snishko, Owner of Mind Body Touch Training Ltd **Speaker**: Dr. Michael Nixon Livy, Creator of the NST Method - Neurostructural Integration Technique

COSMETICA ITALIA

WORLD MASSAGE MEETING

11:30 AM - 12:15 PM CEST INNOVATING RETAIL IN BEAUTY SUCCESSFULLY! TRENDS AND CASES FROM AROUND THE WORLD Organized by Kiki Lab, Gruppo Promotica and Cosmetica Italia LOUNGE COSMETICA ITALIA - CENTRO SERVIZI BLOCK D - 1ST FLOOR - ONSITE Italian

11:50 AM - 12:20 PM CEST MENOPAUSE IS NOT THE END OF THE RACE, BUT A VICTORY LAP Presented by COSMOPROF MALL – ONSITE

As with any phase of life, it is necessary to dedicate the right attention and treatment to this delicate phase; let's find out how to help the client recognise and rediscover herself through a holistic and psychophysically aware pathway that values the menopausal body and helps it react to the great change.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®; Hayley Snishko, Owner of Mind Body Touch Training Ltd **Speaker**: Alison Bladh, Menopause specialist, nutritional therapist and CIDESCO International beauty therapist

12:00 PM - 12:30 PM CEST THE LANGUAGE OF THE SENSES: TELLING A BRAND'S STORY THROUGH PACKAGING, TEXTURE, AND OLFACTORY NOTES Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 – ONSITE English with simultaneous translation in Italian.

Whether it's a perfume, a face cream, or a lip gloss, every beauty product is more than just a formula—it's an alchemy of senses that create a unique experience. In this talk, Berlin Packaging Beauty and Atelier Fragranze Milano explore the deep connection between packaging and fragrance, two elements that blend seamlessly to tell a brand's story.

Through refined textures, innovative materials, and evocative olfactory notes, we will discover how the synergy between design and scent can transform a product into a tangible emotion. A journey through perception, storytelling, and innovation to create unforgettable experiences.

Speaker: Marianna Arca, Head of Marketing of Atelier Fragranze Milano; Andrea Ucchino, Design Director of Berlin Packaging Beauty

12:00 PM - 1:00 PM CEST THE LONGEVITY CONSUMER TIMELINE: APPROACHING WELL-AGING ACROSS GENERATIONS Presented by COSMOPROF SERVICE CENTRE - ONSITE English with simultaneous translation in Italian.

It is a controversial, yet undeniable, fact that consumers are exploring aging solutions earlier than ever before. Recently, the "Sephora teens" craze brought to light how consumers as young as 9 years old are seeking intensive aging skin solutions like retinol and exfoliating acids, which has created a need for global industry change. This phenomenon, coupled with the growing "pro aging" empowerment movement, has created a dilemma: how can brands positively engage with consumers at every point of their aging journey? To explore this dynamic area of opportunity, join global trend forecasting agency Fashion Snoops alongside a panel of experts who will discuss the generational challenges and opportunities within the longevity conversation.

Moderator: Simone Marchetti, European Editorial Director of Vanity Fair Speaker: Lieve Declercq, Chief Scientific Advisor and Vice President, Proya; Massimo Feliziani, Founder & CEO President, MAXXelle; Mallory Huron, Director of Beauty & Wellness, FASHION SNOOPS; Pauline Prescott, Founder & CEO, Formulae Prescott; Richard Purvis, CEO - Skin Moderne Inc and Skin Moderne Professional Beauty Inc.

SANA GREEN LOUNGE

12:00 PM - 12:45 PM CEST EQUILIBRA, THE POWER OF INGREDIENTS IN FORMULATIONS: INNER&OUTER BALANCE Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian with simultaneous translation in English.

Over 37 years of experience in formulating natural and functional active ingredients, always respecting the inner&outer balance of the body. Equilibra's Beauty supplements are characterized by innovative collagen-based formulations supported by efficacy studies.

COSMOTALKS

The Vitaminica Supplements line, with Duocap® technology and functional ingredients selected through clinical studies, responds to the most current needs for innovation, quality and effectiveness. Continuing the healthy lifestyle promoted by food supplements, over the years, Equilibra has become a point of reference in the natural cosmetics market. In a continuous evolution of our consumer needs, Equilibra introduces POWERED NATURALS, cosmetic products, suitable for sensitive skin, that combine all the tolerability of natural ingredients with the best efficacy of functional active ingredients and cosmetic technological processes.

Speaker: Paola Monteferri, Unilever Company - Equilibra Beauty Division Turin -Italy, Marketing, R&D, Regulatory, Quality Assurance Director; Cinzia Pranzoni Unilever Company - Equilibra Supplements Division Turin - Italy, Marketing, R&D, Regulatory, Quality Assurance Director

WORLD MASSAGE MEETING

12:20 PM - 12:50 PM CEST FACIAL REFLEXOLOGY ACUPRESSURE MASSAGE Presented by COSMOPROF MALL – ONSITE

A gentle treatment that tones and improves the firmness of the skin, giving it a much younger look. It works according to the same principles of plantar reflexology and provides benefits for the whole body. The treatment also helps to release congested energy, strengthen weak energy or calm overactive energy.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®; Hayley Snishko, Owner of Mind Body Touch Training Ltd **Speaker**: Smita Ahluwalia, Director of Smita London Skin Clinic, Expert in proageing and skin health

COSMOPACK STAGE

12:45 PM - 1:15 PM CEST BLOCKCHAIN & ROBOTICS: COSMETIC PACKAGING TECH Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 – ONSITE Italian

The B-Track machine represents a revolutionary innovation in the cosmetics industry, combining a multi-carrier transport system with advanced product recognition and serialization capabilities.

Thanks to cutting-edge technology, it is able to adapt automatically to any product format, optimizing the production flow and ensuring an unmatched quality control.

B-Track uses advanced recognition systems to accurately trace each product, ensuring unique and secure serialization throughout the supply chain. Integrated with printing and silk-screen technologies, it enables a competitive advantage over current production systems by revolutionising handling processes and quality management.

Speaker: Marco Bagaggiolo, CEO of BCODEAUTOMATION SRL; Giancarlo Carlucci, Segment solution consultant CPG of Schneider Electric SpA

WORLD MASSAGE MEETING

12:50 PM - 1:30 PM CEST MASSAGE & MENTAL WELL-BEING Presented by COSMOPROF MALL – ONSITE

Anxiety is one of the most common mental health conditions affecting individuals today. In this demonstration, we will look at the physiological responses that occur within the body when anxiety is present and how targeted massage techniques can help alleviate these symptoms, helping to promote a sense of calm and relaxation for our clients.

Training guides: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®]; Hayley Snishko, Owner of Mind Body Touch Training Ltd **Speaker**: Hayley Snishko, Owner of Mind Body Touch Training Ltd

COSMOTALKS

1:30 PM - 2:30 PM CEST INGREDIENTS & AI: BEAUTY'S AUTOMATED FUTURE Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

Artificial intelligence promises commercial wins in a highly saturated beauty market. How can manufacturers use AI to better source and develop future-proofed cosmetic and fragrance ingredients that nail lightning-speed trends while also showcasing sustainable longevity?

Moderator: Lisa Payne, Head of Beauty, Stylus

Speaker: Nahla Bekkara, Business Development Specialist, Haut.AI; Monica Coffano Account Manager of Temera; Karen Ho, Co-Founder & CEO, Gravel AI; Nima Salehi AI Nima Salehi, Global Head of Technology & Online Channels, The INKEY List

COSMO ONSTAGE

2:00 PM - 2:45 PM CEST EXCEPTIONAL GLOW FROM THE INSIDE OUT: THE FUTURE OF INNER BEAUTY Presented by COSMOPROF MALL – ONSITE

Inner beauty is the future of skincare. In this session, Julia Hoffmann, Chief Operating Officer of BIOGENA, unveils how science-backed micronutrients including marine collagen, patented vegan hyaluronic acid, and antioxidants - are revolutionizing beauty from within. Discover how exclusive formulations, cuttingedge research, and the largest scientific team in the industry drive innovation in bioavailable, clean, and high-performance beauty supplements for radiant skin and longevity. Plus, be the first to explore our newest and most advanced inner beauty products.

Speaker: Julia Hoffmann, Chief Operating Officer BIOGENA

SANA GREEN LOUNGE

2:00 PM - 2:45 PM CEST THE ART OF CHOOSING ESSENTIAL OILS FOR ROOMS Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian

The environments in which we live profoundly affect our well-being, and essential oils can transform them into refuges of peace and energy. In this meeting, we will explore the criteria for choosing the right essential oils for different spaces, whether to purify the air or to create relaxing or stimulating atmospheres.

We will discover how natural fragrances can improve the quality of life, creating a balance between the outer and inner environment.

Speaker: Luca Fortuna, Aromatherapy Expert and Wellness Designer

2:15 PM - 2:45 PM CEST HEALTH, SCIENCE & INNOVATION: THE NEW GROWTH ENGINE FOR BEAUTY BRANDS

Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 – ONSITE English

Consumers seek more than just products—they want performance, health, and emotional connection. Anne Rutigliano and Virginie Lassagne, will share ANJAC Health & Beauty's science-driven approach to foster next-gen innovation. By bridging beauty and health, ANJAC develops proprietary technologies and highperformance products that stand out.

With 16 research labs, 150 R&D experts, and 22 production sites, ANJAC transforms cutting-edge science into market-ready solutions for over 600 beauty brands worldwide. It offers clients an exclusive entrepreneurial and scientific ecosystem in the heart of Paris —designed to co-create, assess and validate the beauty innovations of tomorrow.

Join us to explore how health and science is unlocking new frontiers in beauty and driving future growth.

Speaker: Virginie Lassagne, Director of Innovation Projects di ANJAC Health & Beauty; Anne Rutigliano, Director of Marketing & Innovation Strategy di ANJAC Health & Beauty

COSMOPACK STAGE

3:00 PM - 4:00 PM CEST SUSTAINABILITY REPORTING: THE OBSERVATORY ON SUSTAINABILITY IN THE COSMETICS SECTOR AND BEST PRACTICES FROM COMPANIES COSMOPACK STAGE - PAD. 20 – ONSITE Italian

Organized by Cosmetica Italia in collaboration with Ergo, spin-off of Scuola Superiore Sant'Anna Pisa

COSMOPACK STAGE

COSMOTALKS

3:00 PM - 4:00 PM CEST BEAUTY, BRANDING AND IDENTITY: HOW WHAT WE SEE SHIFTS WHAT WE BUY Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

Visual language can communicate as much about a brand's values as its label does, but cracking show-stopping packaging or experiences requires a different skill than formulating a product. Here, we explore how aesthetic canons continue to influence the beauty industry, where it's heading and what current-day aesthetic trends mean for branding, packaging and marketing functions. Experts on the creative, operational, manufacturing and social media facets of the industry outline how the right visuals can communicate a brand's values, and how to leverage compelling design to tell the right stories.

Moderator: James Manso, Beauty Market Editor Speaker: Nikkie de Jager, NikkieTutorials; Dawn Hilarczyk Chief Operating Officer/Chief Marketing Officer Borghese Inc.; Sara Ricciardi Designer and Creative Director, Founder Sara Ricciardi Studio; Isabelle Tambue Director essence, cosnova GmbH

COSMETICA ITALIA

3:00 PM - 3:45 PM CEST CIRCANA BEAUTY: A LOOK AT CHANNELS AND CONSUMERS Presented by COSMETICA ITALIA LOUNGE COSMETICA ITALIA - CENTRO SERVIZI BLOCK D - 1ST FLOOR – ONSITE Italian

Organized by Circana and Cosmetica Italia

SANA GREEN LOUNGE

3:00 PM - 3:45 PM CEST PURE ACTIVES: THE FUTURE OF COSMETICS BETWEEN EFFECTIVENESS AND SUSTAINABILITY Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian

Join Luigi Panaroni, co-founder of La Saponaria, to discover the secret behind the success of a biological cosmetics laboratory that is reshaping the natural beauty market. Already a Benefit Corporation and on its way to becoming a B Corp, the company has always blended values of nature, love for the environment, people, and animals, with a sustainable and mindful approach to production. The seminar will focus on the latest innovations in the world of Pure Actives, face serums that have captured the hearts of green beauty enthusiasts and beyond, with 1 piece sold every 30 seconds. Thanks to the use of pure actives and cutting- edge formulations, these serums have redefined natural beauty, offering visible results while balancing effectiveness with environmental respect. Discover how La Saponaria wants to shape the future of cosmetics, bringing the power of nature into every beauty routine!

Speaker: Luigi Panaroni, Co-Founder of La Saponaria

COSMO ONSTAGE

3:00 PM - 3:45 PM CEST ITALWAX: HOW TO MAKE A DIFFERENCE IN THE BEAUTY INDUSTRY WITH A QUALITY PARTNER Presented by COSMOPROF MALL – ONSITE

Company presentation by Konstantin Kunts General Manager of Italwax, with special emphasis on the importance and advantages, both for the distributor and the beautician, of using a Made in Italy, top quality product purchased directly from the manufacturer. At the end of the presentation there will be a demonstration of Brazilian wax hair removal procedure.

Moderator: Silvia Fossati, Journalist and Radio Speaker Mabella **Speaker:** Konstantin Kunts, General Manager, Italwax

COSMO ONSTAGE

4:00 PM - 4:45 PM CEST ICOONE MICROFACIAL: THE EXPERT TOUCH THAT REVOLUTIONIZES FACIAL CARE Presented by COSMOPROF MALL – ONSITE

In the world of beauty, innovation is essential to achieve effective and natural results. icoone Microfacial combines patented microstimulation technology with the principle of tensegrity, offering a revolutionary approach to face treatments.

Tensegrity is the biological principle that regulates the balance between tension and compression in tissues, affecting firmness and elasticity. icoone Microfacial respects skin tensegrity, gently stimulating the skin to improve oxygenation, firmness and definition, without stress or trauma.

Thanks to its advanced technology, icoone Microfacial offers customized treatments for skin rejuvenation, lymphatic drainage and contour redefinition, through to medical-aesthetic preparation and post-treatment recovery.

Join us to discover the future of professional skincare, where science and beauty meet to redefine the standards of aesthetics.

icoone Microfacial is the new Expert Touch for facial care.

Moderator: Silvia Fossati, Journalist and Radio Speaker Mabella **Speaker:** Luca Gualdrini, General Manager i-Tech industries; Federica Macchi Beauty Product Specialist i-Tech industries

SANA GREEN LOUNGE

4:00 PM - 4:45 PM CEST B CORP & BEAUTY: INNOVATION AND IMPACT FOR A SUSTAINABLE FUTURE Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE

How B Corp companies are revolutionizing the world of beauty with innovative, ethical and sustainable models

B Corp-certified Davines Group, Dermophisiologique, Herbatint, N&B Natural is better and Teaology Skin Care, together with B Lab Italia, show that it is possible to redefine social and environmental impact standards in the beauty industry. During the talk will be also presented the B Beauty Coalition, a global initiative that brings together B Corp certified companies in the beauty industry to promote responsible social and environmental practices. The coalition's manifesto emphasises a new approach to beauty that prioritises soil as much as skin, health as much as happiness, evidence as much as esteem, and regeneration as much as results. The companies involved in the talk will share knowledge and best practices, to spark exploration and responsible innovation, and to speak consistently and clearly, to deliver genuine benefits to customers, communities, and the planet.

Speaker: Jo Chidley, Beauty Kitchen Founder and B Beauty Coalition co-chair; Benoit Doithier, CEO Herbatint; Margherita Ferretti, B Lab Italia Community Engagement Lead; Cecilia Garofano, Founder Teaology Skincare; Pierluigi Scordari, Sustainability Manager di N&B Natural is Better; Sonia Ziveri; Chief Sustainability Officer Davines Group

4:30 PM - 5:30 PM CEST COSMOTALKS SESSION DEDICATED TO COSMOPROF & COSMOPACK AWARDS Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

Get ready to dive into the future of innovation! Thanks to the exceptional entries submitted for the prestigious Cosmoprof & Cosmopack Awards, our official Awards curator BEAUTYSTREAMS, will moderate a dynamic talk session with the technical jury. Together, they will explore groundbreaking novelties, cutting-edge innovations, and emerging trends that have defined their journey of discovery. Don't miss this exclusive opportunity to uncover the ideas shaping tomorrow!

BEAUTYSTREAMS is the official curator of the Awards, and its Awards Committee gets together to look forward to recognizing brands and manufacturers who are at the forefront of beauty innovation, and who are creating the most excitement in beauty. For the voting process BEAUTYSTREAMS Awards Committee has one vote, for both steps, finalists and winners.

Moderator: Michael Nolte, SVP Creative Director, BEAUTYSTREAMS Speaker: Thomas Hammond, Sr. Director Package Development & Engineering – Revlon; Sushil Iyer, Head of Global Packaging di Kenvue; Lorne Lucree, Founder -Quiet Coyote Consulting; Alain Mavlon VP R&D and Sustainability, LUMENE Group; Margherita Nicoli, R&D and Innovation Consultant for Hair & Skin Care Products and Project di Nicoli Consulting S.a.S.; Jeff Rosevear, Head di R&D - Trinny London, UK

COSMO ONSTAGE

5:00 PM - 5:45 PM CEST FROM NAIL TECHNICIAN TO NAIL ARTIST: SUCCESSFUL CAREER AND LONG-TERM WELL-BEING IN MODERN BEAUTY BUSINESS Presented by COSMOPROF MALL – ONSITE

Unlock the path to a thriving career and lasting well-being with exclusive insights from Tanya Povenskaya, an internationally acclaimed trainer and Nail Olympia London champion. Powered by 4BLANC®, the leading brand in professional healthfocused equipment, this session explores the keys to success, financial growth, and career longevity in the modern beauty business. Joining the discussion, Egor Denisov, Director of MXS Overseas Ltd, shares deep industry expertise—uncovering market challenges, nail technicians' needs, and practical solutions to enhance both artistry and business success. Learn how the right tools, mindset, and strategies can elevate your career, protect your health, and secure a sustainable future in the nail industry.

Moderator: Silvia Fossati, Journalist and Radio Speaker Mabella **Speaker:** Dr. Egor Denisov, Director MXS Overseas Ltd. (4BLANC®); Tanya Povenskaya, Nail Trainer

COSMOTALKS

COSMOPROF & COSMOPACK Awards

6:30 PM CEST COSMOPROF & COSMOPACK AWARDS CEREMONY Presented by COSMOPROF SERVICE CENTRE – ONSITE English

The Cosmoprof and Cosmopack Awards reward products, formulations, packaging, design, technology, materials, ingredients, and sustainability in the cosmetics industry, celebrating innovation and excellence all over the world. Cosmoprof Awards highlights the best picks in color cosmetic, hair, nail, skin care and beauty salon products.

- Cosmoprof Awards reward the most innovative and breakthrough brands in the beauty industry
- Cosmopack Awards reward the most innovative and pioneering solutions presented by top companies supply chain in the industry
- The Lifetime Achievement Award is awarded each year to the founder of a company that has distinguished itself in one of the sectors of the cosmetics industry.

The finalist products are screened by a dedicated tech Jury in conjunction with BEAUTYSTREAMS' experts committee. Are you ready to discover the Winners?

This event is by invitation only.

SATURDAY, MARCH 22ND, 2025

COSMOTALKS

10:30 AM - 11:30 AM CEST BEAUTY X, Y, Z: HOW GENERATIONAL PREFERENCES ARE SHAPING US BEAUTY RETAIL Presented by COSMOPROF SERVICE CENTRE - ONSITE English

Generational shifts are reshaping the U.S. beauty retail landscape, influencing everything from product discovery to purchasing behavior. This panel brings together leading retailers and brands to explore how Gen Z, Millennials, Gen X, and Boomers are redefining expectations in beauty retail.

From the rise of experiential shopping to digital-first engagement and the demand for personalized, sustainable products, this discussion will unpack key trends and strategies driving success in today's competitive market.

Designed for global beauty brands looking to navigate the complexities of U.S. retail, this talk will seek to provide actionable insights into meeting the evolving needs of American consumers.

Moderator: John Cafarelli, Co-Founder and Presidente of BeautyMatter; Kelly Kovack, Chief Executive Officer of Beauty Matter

COSMETICA ITALIA

11:00 AM - 12:30 PM CEST

COSMETICS 2030: NEW COMMUNICATION HORIZONS BETWEEN AI AND FAKE NEWS - PROFESSIONALS FROM COSMETICA ITALIA SERVIZI IN THE FIELDS OF TECHNICAL-REGULATORY, CREATIVITY, SOCIAL MEDIA, SUSTAINABILITY AND LEGAL SHARE THEIR VISION ON THE FUTURE OF COSMETICS LOUNGE COSMETICA ITALIA - CENTRO SERVIZI BLOCK D - 1ST FLOOR - ONSITE Italian

Curated by Cosmetica Italia Servizi

WORLD MASSAGE MEETING

11:00 AM - 11:10 AM CEST INTRO DAY 3: STAY YOUNG, IN BODY AND SPIRIT Presented by COSMOPROF MALL – ONSITE

Feeling vital and energetic at all times, whatever our age and condition in this life, helps to manifest youthfulness, which is above all a state of being, because our soul is really like that: eternally young!

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®

With the extraordinary participation of: Gemma Galli, Former Italian Artistic Swimmer

WORLD MASSAGE MEETING

11:10 AM - 11:30 AM CEST REGAINING INNER YOUTH: HOLISTIC BEAUTY AND AYURVEDIC MASSAGE FOR TIMELESS WELL-BEING Presented by COSMOPROF MALL – ONSITE

We will explore how true youthfulness resides in our inner essence and how it can be cultivated through holistic beauty rituals and ancient practices, such as Ayurvedic massage. We will go beyond outer appearance, revealing the deep connection between skincare, make-up and inner vitality. Meditation, mindful breathing and self-love will be our tools for harmonizing body and spirit, manifesting a well-being that transcends biological age and flourishes at every stage of life.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro® **Speaker**: Milena Frau, Make up Artist & Holistic Beauty Coach

WORLD MASSAGE MEETING

11:30 AM - 12:10 PM CESTL TRUE HEALTH BEGINS WITHIN OURSELVES Presented by COSMOPROF MALL – ONSITE

Adopt healthy habits, renounce criticism, malice, call forth in you the sense of responsibility that distinguishes us as human beings.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®] **Speaker**: Richard Romagnoli, Author, coach, creator Happygenetica Method

COSMOTALKS

12:00 PM - 1:00 PM CEST THE FUTURE OF FRAGRANCE: INNOVATIONS SHAPING TOMORROW'S SCENTS/A LIFESTYLE REVOLUTION Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

The fragrance industry is entering a new era of technology-driven transformation, with breakthroughs in neuroscience, ingredient sourcing, and formulation redefining how scents are created and enjoyed. Much of this innovation is driven by younger generations, with digital platforms accelerating these changes. Join us as industry leaders explore the science, technology, and creativity behind the next wave of olfactory experiences, all shaping the future of fragrance.

Moderator: Silvio Levi, Sole Administrator, Calé srl **Speaker**: Pascal Fontaine, Founder of Amoi Parfums – functional fragrances powered by neuroscience; Laurence Le Rolland, International Beauty Consultant e Trend Strategist; Fabien Le Roux; Claire Robillard, Senior Marketing Manager Fine Fragrance presso dsm-firmenich

SANA GREEN LOUNGE

12:00 PM - 1:30 PM CEST EVOLUTION AND NEW OPPORTUNITIES FOR NATURAL AND HERBAL COSMETICS: EXPERT INSIGHTS Presented by COSMOPROF SANA GREEN LOUNGE - MEZZANINE 21-22 – ONSITE Italian

Talk show organized by Natural and Herbalistic Connotation Cosmetic Products Group of Cosmetica Italia

The natural green cosmetics segment, which emerged over half a century ago, has progressively adapted its positioning in line with advancements in research and technology, national and EU regulations, and the growing consumer awareness on these issues. Through the contributions of esteemed guests, this talk will provide a current and forward-looking analysis of the green, natural, and herbal cosmetics sector—a significant part of the cosmetics industry that continues to attract a growing number of environmentally conscious consumers.

The session will be moderated by Tommaso Costa, a professional journalist who covers news, economics, tourism and enogastronomy.

Speaker: Antonio Argentieri, Senior Manager L'Erbolario SB; Giacomo Fusina, CEO Human Highway; Roberto Liscia, President Netcomm; Laura Pedrini, Lepo – President of the Natural and Herbal derived Cosmestics Group of Cosmetica Italia; Gian Andrea Positano, Head of Study Center COSMETICA ITALIA; Wilmer Zanghirati Urbanaz, FEI Confcommercio Deputy Coordinator, Manufacturing Sector

COSMOPACK STAGE

12:00 - 12:30 CEST FUSION BEAUTY: GLOBAL VISION, TECHNICAL TRENDS & KEY INGREDIENTS IN HYBRID MAKEUP & SKINCARE Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 - ONSITE Italian

Hosted by LO Consulting, this conference delves into the future of hybrid beauty products that seamlessly integrate skincare benefits with makeup. It will explore the latest global trends driving the evolution of multifunctional beauty, highlighting groundbreaking technologies, innovative formulations, and essential ingredients that are reshaping the industry. Industry experts and thought leaders will share their insights on how these hybrid products are enhancing the consumer experience, improving skin health, and offering unparalleled convenience in one effective solution.

Speaker: Luisa Oliva, LO Consulting

WORLD MASSAGE MEETING

12:10 PM - 12:50 PM CEST MANUAL LYMPHATIC DRAINING MASSAGE: THE POWER OF FLOW FOR WELL-BEING Presented by COSMOPROF MALL – ONSITE

We will focus on what manual lymphatic drainage is and the benefits it provides. Flavia will be showing what points we consider to be important to focus on, based on her method, such as the level of pressure, hand movements, the correct way to give a massage and what is currently being done incorrectly in the market.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro® **Speaker**: Flavia Morellato, Dermato-Functional Physiotherapist of CIDESCO

International

COSMOPACK STAGE

12:45 PM - 1:15 PM CEST ORGANIC CACTUS SEED OIL: AN INNOVATIVE NATURAL ALTERNATIVE FOR THE COSMETICS INDUSTRY Presented by COSMOPROF COSMOPACK STAGE - PAD. 20 - ONSITE English

In recent years, the cosmetics industry has experienced a significant paradigm shift towards natural and sustainable products, driven by consumers' growing awareness of health and environmental issues. Among various natural oils, prickly pear seed oil (Opuntia ficus-indica) has gained prominence due to its exceptional cosmetic properties derived from its rich composition of essential fatty acids, antioxidants, and vitamins.

The conference presentation will highlight the multifaceted benefits of cactus seed oil for skin health. Key properties include its ability to deeply hydrate the skin, combat signs of aging through potent antioxidant activity, and support cellular regeneration and repair processes. We will present the results of a clinical study that demonstrated the effectiveness of organic cactus seed oil in enhancing skin properties.

Moreover, the economic and environmental implications of sourcing prickly pear seed oil will be examined. With Tunisia emerging as a leading supplier in the global market, we will discuss the opportunities and challenges that come with sustainable producing practices, ensuring that the production of this valuable resource benefits local communities while preserving their ecosystems.

This presentation aims to equip industry professionals with essential knowledge on integrating prickly pear seed oil into their product formulations, paving the way for innovative, effective, and side-effect-free cosmetic solutions that cater to today's conscientious consumers.

WORLD MASSAGE MEETING

12:50 PM - 1:30 PM CEST BIOLIFT FACE & BODY: THE FASCIAL TREATMENT THAT ALIGNS POSTURE, TONES SKIN AND REGENERATES PHYSICAL AND MENTAL ENERGY Presented by COSMOPROF MALL – ONSITE

The Biolift Face & Body represents a revolution in the connection between posture and skin tone, with over a decade of proven effectiveness. The skin's response is immediate and lasting, thanks to an evolution in the manual techniques that, working also at the energetic and mental level, reach a depth that can be perceived by the mind. In addition to toning posture and skin, it stimulates mental lightness, skin elasticity and renewal cells. Longevity is a dynamic balance between body and mind, which is adapts to the flow of time. Biolift Face & Body is an advanced technique that acts on all body structures, promoting well-being and global longevity.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®]

Speaker: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®

COSMOFORUM

1:00 PM - 2:00 PM CEST B2B BEAUTYTOBUSINESS AWARDS and HC HOME CARE AWARDS Presented by COSMOPROF BUYER LOUNGE - PAD. 14 – ONSITE Italian

The B2B magazines BeautyToBusiness and HC Home Care, published by Edizioni Turbo under Tespi Mediagroup, are pleased to present the B2B BEAUTYTOBUSINESS AWARDS and HC HOME CARE AWARDS.

This initiative aims to highlight the commitment of companies in the sector that have stood out in the fields of MARKETING and COMMUNICATION with initiatives launched throughout 2024.

The jury will be chaired by a prominent representative of the Mass Market Retail sector.

COSMO ONSTAGE

1:30 PM - 2:00 PM CEST NAIL ART, CELEBRITIES AND SOCIAL MEDIA: BEHIND THE SCENES OF ISABELLA FRANCHI'S WORK (UNGHIEDELLAMADONNA) Presented by COSMOPROF MALL – ONSITE

A journey into Isabella's (aka Unghiedellamadonna) experience and her path from nail art to the world of fashion, music, and social media. A story about how to turn a passion into a successful career, building a personal brand that combines aesthetics, inclusivity, and storytelling. From catwalks and backstage to Instagram feeds, a talk dedicated to those who want to discover how fashion and entertainment intertwine with the digital world.

Moderator: Daniela Losini, Head of Beauty at Grazia.it and Grazia Factory **Speaker**: Isabella Franchi, Unghiedellamadonna

COSMOTALKS

1:30 PM - 2:30 PM CEST SUSTAINABILITY SCHEMES & LABELS FOR COSMETIC INGREDIENTS Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

The growing importance of sustainability in the cosmetics industry is leading to the mushrooming of certification schemes and ethical labels. A growing number of cosmetic brands are marketing their products on labels, such as Organic, EU Eco-Flower, Carbon Neutral, Vegan, etc. This new panel discusses the implications of the ethical labelling trend to ingredient firms. What sustainability schemes are trending? What raw materials can be certified? What are the business opportunities for ingredient firms?

Moderator: Iveta Kovacova, Research Director, ECOVIA Intelligence Speaker: Rosalinda Nardi, Head of R&D and External Relations, ICEA; Domenico Scordari, CEO & FOUNDER- N&B Natural is Better; Didier Thevenin, Brand Development Director; Dipti Vaidyanathan, Market Transformation Manager, Europe at the RSPO

COSMO ONSTAGE

2:00 PM - 2:45 PM CEST CASE STUDIES IN ACTION: PERSONALIZED PROBLEMATIC SKIN SOLUTIONS WITH NANILI PROFESSIONAL Presented by COSMOPROF MALL – ONSITE

This presentation focuses on real-life case studies to demonstrate how to create effective treatment plans for problematic skin using Nanili Professional products. Through detailed examples, we will express the importance of personalized product selection—both in the clinic and in home skincare routines —as the key to effective therapies. Join us to explore how tailored solutions can transform skincare results with our innovative and versatile product range.

Speaker: Agata Czałbowska, Founder & Expert, Nanili Professional

COSMO ONSTAGE

3:00 PM - 3:45 PM CEST BABOR. EXPERT SKINCARE. MADE IN GERMANY Presented by COSMOPROF MALL – ONSITE

BABOR is the European leader in professional skincare and scientific innovation, from a research by Kline + Company. For more than 65 years, the brand has been combining cutting-edge research and innovative ingredients to deliver highperformance, tailored solutions.

Made in Germany guarantees quality, efficacy and sustainability at every stage of production. BABOR offers highly perfected treatments, gestures and rituals so that applied products can express themselves to their fullest potential. Come and discover BABOR and the BABOR EXPERT METHOD.

Speaker: Irene Rossi, Marketing Manager of LVB

COSMOTALKS

3:00 PM - 4:00 PM CEST FUTURE-PROOFING BEAUTY: THE INNOVATION PLAYBOOK Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

Step into the future of beauty innovation! Explore how hyper-personalization, techdriven solutions, and bio-integrated ingredients are transforming the global cosmetics landscape. We'll dive deep into the trends shaping the industry: this engaging session, based on the SCS Consulting and Zest report, bridges the gap between emerging trends and actionable solutions, aligning pressing business challenges with groundbreaking technologies and evolving consumer expectations. Learn how to transform trends into actionable realities through collaboration between industry leaders and startups. Discover the power of collaboration through real-world examples.

Join us to uncover their success stories, gain exclusive insights, and learn how to harness the international innovation ecosystem to transform challenges into opportunities.

Moderator: Ivan Cazzol, Partners Growth Lead, Zest Innovation; Francesco Fumelli, Head of Retail & FMCG and Vice-President, SCS Consulting Speaker: Andrea Cadelli, Program Manager, RedZone, SAES Getters, Italia; Manuel Corona, Co-Founder & CEO, Shampora, Italia; Simone Piccolo, Co-Founder & CEO, Vortex, Italia; Catarina Ricca, Business Development Manager, Inclita Seaweed Solutions, Portugal; Richard Schrama, Chief Commercial Officer, Paques Biomaterials, Netherlands

COSMO ONSTAGE

4:00 PM - 4:45 PM CEST DISCOVER THE SECRET OF ETERNAL BEAUTY WITH EXOSOME AWA ESSENCE Presented by COSMOPROF MALL – ONSITE

AWA Essence is a revolutionary product that brings to the market miraculous ingredients that will care for your skin like never before. This innovative elixir is enriched with exosomes, placenta and plant stem cells, the most modern and effective ingredients in fighting aging and achieving flawless skin.

Moderator: Silvia Fossati, Journalist and Radio Speaker Mabella **Speaker**: Hana Olscher, Owner and Founder, byFemme S.R.O

4:30 PM - 5:30 PM CEST

ELLE ACTIVE! GETTING GREENER INTRODUCES "TRANSPARENCY CULTURE" Presented by COSMOPROF SERVICE CENTRE – ONSITE English with simultaneous translation in Italian.

The world of beauty and cosmetics today focuses on authentic and sustainable products; what really matters is their impact on people and environment, the accuracy of information about their formula, as well as their visual and written storytelling. Transparency has become essential for the kind of people that we want to be and for the planet we want to live in.

Moderator: Cristina Torlaschi, Deputy Editor, Elle; Francesca Varasi Beauty Department Head, Elle

Speaker: Greta Futura Langianni, Creative Director & Editor; Maria Fernanda Hernandez Franco, Sustainability Director, Temera; Paola Malaspina, founder of The Beautyaholic's Shop; Marina Testino, Director of Strategic Partnerships at Earth Partner

COSMOTALKS

COSMO ONSTAGE

5:00 PM - 5:45 PM CEST WOMEN AND ENTERPRISE: RECOGNITION OF NAIL TECHNICIAN IN ITALY AS AN OPPORTUNITY FOR FEMALE ENTREPRENEURSHIP Presented by COSMOPROF MALL – ONSITE

The official recognition of the profession of nail technician in Italy marks an important step towards the emancipation of women in the workplace. This talk will explore the evolution of the beauty sector, particularly nail care, which is increasingly characterised by female entrepreneurship. Many beauticians and nail technicians are not only workers, but also accomplished and independent entrepreneurs who run successful businesses. The role of local academies in training new female professionals will be discussed and concrete examples of female leadership that are positively influencing the Italian beauty sector and entrepreneurship will be presented.

Moderator: Marco Pirani, Chief Editor Unghie&bellezza Speaker: Laura Baldi, President Impresa Donna Conflavoro PMI; Raffaella Corazza, CEO – COO, Beauty Pro Kinetics Italia; Marta Evangelisti, President of the FDI Group in the Emilia Romagna Region and Regional Councillor; Nicoletta Fasoli, President OPA; Babila Spagnolo, CEO Layla Cosmetics

SUNDAY, MARCH 23RD, 2025

WORLD MASSAGE MEETING

11:00 AM - 11:10 AM CEST INTRO DAY 4: MINDFULNESS & LONGEVITY Presented by COSMOPROF MALL – ONSITE

In the context of massage, longevity means adopting approaches and techniques that promote relaxation, regeneration, and maintenance of muscle and joint health. Mindfulness, or consciousness, is crucial in massage because it fosters a deeper connection with the client, allowing the massage therapist to intuitively perceive and respond to the client's needs.

In sum, both Longevity and Mindfulness are vital elements in the massage world, as they contribute to the promotion of long-term health and well-being for both client and massage therapist, with a dual empowering effect.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro®

ON HAIR SHOW

11:00 AM - 11:15 AM CEST UPPERCUT DELUXE presents: "CHRIS BROWNLESS & BEN BOYER" Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE English

Founded by Barbers in Australia using the principles of timeless style, Uppercut Deluxe provide a modern yet traditional approach to men's grooming. Uppercut Deluxe presents Chris Brownless (UK) and Ben Boyer (FR) as they showcase some 2025 hairstyles, demonstrating barbering and styling techniques inspired by the Australian barber scene.

Hairstylists: Chris Brownless, Global Educator; Ben Boyer, Global Educator

ON HAIR EDUCATION

11:00 AM - 12:00 PM CEST FARMAGAN presents: "MILLENOVA" Presented by COSMOPROF SERVICE CENTRE – ONSITE Italian

Presentation and demonstration of fashion and trend cuts and colors, using the Farmagan coloring lines and following the vein of the 2000s, now strongly in trend. The Look & Learn will be a mashup between the artistic and creative style of Gianni Rando, combined with the geometric, classic and practical style of Brand Ambassador of Farmagan Maciej Maniewski, who has been training in his academies in Poland for several years.

Hairstylists: Maciej Maniewski, Brand Ambassador Farmagan; Gianni Rando, Global Artistic Director Farmagan

COSMETICA ITALIA

11:00 AM - 12:00 PM CEST THE EVOLUTION OF THE HAIRDRESSING PROFESSION Presented by COSMETICA ITALIA HAIR LOUNGE – MEZZANINO HALL 37 Italian

Organized by Camera Italiana dell'Acconciatura

WORLD MASSAGE MEETING

11:10 AM - 11:50 AM CEST THE POWER OF THE 5 SENSES: AN EMOTIONAL JOURNEY TO TOTAL WELL-BEING Presented by COSMOPROF MALL – ONSITE

The solution to disease and the pursuit of longevity comes through selfunderstanding and involves the five senses: what we see opens the heart and moves us, what we hear awakens change in us, what we touch teaches us to evolve our human nature. In the sense of smell, we recognize illness and learn to evaluate good and evil; finally, taste satisfies life.

With this session, we will learn how to live in tune with the five senses to continue our existence in a harmonious and lasting way.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®] **Speaker**: Salvatore Leone, Founder Bioenergetica Academy Torino

ON HAIR SHOW

11:15 AM - 11:30 AM CEST SCARECROW POMADE presents: "THE NEXT CUT: THE FUTURE OF BARBERING" Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE English

Scarecrow Pomade brings at On Hair stage a new concept of barbering: THE NEXT CUT. The new trends in men's haircuts revolutionize haircutting and hairstyling. How to meet these needs? Come and find out.

Hairstylists: Andrea Buluggiu, Hairstylist; Luca Todisco, Barber

ON HAIR SHOW

11:40 AM - 12:00 PM CEST FASHION MIX / XENON GROUP x AP TRICOSISTEM presents: "GLAMOUR STREET LIFE"

Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE Italian

"Glamour Street Life" is a journey into the vibrant heart of New York, where fashion, art, and urban culture come together in a one-of-a-kind spectacle. Inspired by the city's electrifying energy, the show celebrates its cultural, ethnic, and social diversity through cutting-edge hairstyles and captivating artistic performances. An immersive experience that captures the unstoppable pulse of the metropolis, turning the stage into a true creative melting pot. Hairstylists: Gianni Amarone, Hairstylist; Vincenzo Auriemma, Hairstylist; Giovanni Bottone, Hairstylist; Francesco Bottone, Artistic Director Xenon Group; Sal De Maria, Artistic Director Fashion Mix; Rosalba Ferriero, Hairstylist; Genny Iodice, Hairstylist; Michele Pontillo, Hairstylist; Orazio Spisto, Hairstylist

WORLD MASSAGE MEETING

11:50 AM - 12:20 PM CEST KINDNESS FOR WELLNESS. KINDNESS IS THE MOST EFFECTIVE TOOL FOR LIVING LONG, HEALTHY AND HAPPILY Presented by COSMOPROF MALL – ONSITE

The world is the set of relationships that starting from ourselves are generated. We need to cultivate them and create meaning to them.

In school we justify absence, while it would be kind to justify presence: why are you here?

What is your daimon? The gaze given to the other transforms him if it is kind, if it is caring.

We are full of contact but we lack tact.

Is kindness a deep part of the human core or is it to be learned?

And if it is human, how to activate it without believing we are wasting time, but naturally, like breathing?

Be kind, don't be kind, and build a world in which outcome-motivation-wellbeing are in balance. How to do that?

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®] **Speaker**: Guido Stratta, President Accademia della Gentilezza

COSMETICA ITALIA

12:00 PM - 1:00 PM CEST HAIR WE GO! STORIES OF EXCELLENCE OF VISIONARY HAIRDRESSERS HAIR LOUNGE - MEZZANINO HALL 37 Italian

Organized by Cosmoprof and Camera Italiana dell'Acconciatura

In collaboration with Estetica

VISIONARIES:

FILIPPO SEPE FRANCESCO CIRIGNOTTA ROBERTA APOS GIUSEPPE TUSIANO ROBERTO PISSIMIGLIA

ON HAIR EDUCATION

12:10 PM - 1:10 PM CEST PHILIP MARTIN'S ACADEMY presents: "IDENTITY" Presented by COSMOPROF SERVICE CENTRE – ONSITE Italian

"Identity" is an exclusive event that celebrates the essence of Philip Martin's with an emotional journey through our four pillars: Hair Care, Colour, Cutting and Editorial Styling. Each segment of the event, guided by our Academy, reveals the brand philosophy: a perfect combination of innovation, care and creativity. Participants will live an immersive experience, discovering how our products and techniques can transform not only hair, but the very identity of each individual. A unique opportunity to explore the natural beauty and professionalism that define Philip Martin's.

Hairstylists: Simone Minella, Technical Director of Philip Martin's; Federico Patelli, Artistic Director of Philip Martin's; Andrea Pedron, Technical Director of Philip Martin's

ON HAIR SHOW

12:10 PM - 12:30 PM CEST CLOREA HAIR CARE BY MICHELE RINALDI presents: "NATURE GLAM" Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE Italian

From the passion for beauty and love for nature, a new way for coloring and taking care of your hair is born. A dance made of instinct and feeling that traslate into beauty and harmony and combines with the delicates notes of a violin. The use of dyeing plants, seen like never before.

Hairstylists: Anna Dyemicheva, Stylist; Francesca Riccio, Stylist, expert in plant-based coloring; Michele Rinaldi, Stylist, expert in plant-based coloring

WORLD MASSAGE MEETING

12:20 PM - 12:50 PM CEST MINDFULNESS AND BODY INTELLIGENCE: THE WAY TO LONGEVITY THROUGH MASSAGE Presented by COSMOPROF MALL – ONSITE

Starting with the definition of Mindfulness, we will understand how and why listening and body awareness are the basic requirements for facilitating the bodymind system to receive massage. Attention to the present moment, typical of mindfulness, allows us to make the most of body intelligence for the achievement of not only a better but also a more long-lasting result.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®] **Speaker**: Alessandro Aloisi, Psychologist, Osteopath, Psychosomatologist **ON HAIR SHOW**

12:40 PM - 1:10 PM CEST ALTER EGO ITALY presents: "REVEALS" Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE Italian

Our uniqueness is made up of facets. Alter Ego Italy is the tool that enables professionals to highlight the diverse personalities of their clients, allowing everyone to explore and reveal the many sides of beauty.

Because authentic beauty lies in the ability to express every shade of our personality.

Hairstylist: Zoih Team

WORLD MASSAGE MEETING

12:50 PM - 1:20 PM CEST GAIA RITUALS Presented by COSMOPROF MALL – ONSITE

Gaia Rituals is the Western-inspired advanced massage method. Through contact, ritualism, and deep listening we lead the person to achieve his or her goals of beauty and well-being in an experiential journey that engages the recipient in his or her sensory wholeness.

Training guide: Manuela Ravasio, Expert in BIO- Natural disciplines, Founder and Trainer Metodo Integro[®] **Speaker**: Ivan Conversano, President of EMA - European Massage Association

ON HAIR EDUCATION

1:20 PM - 2:20 PM CEST TAGLIATIXILSUCCESSO presents: "TIMELESS" Presented by COSMOPROF SERVICE CENTRE- ONSITE Italian

The aim of the Timeless Show is to celebrate timeless beauty. On stage, five innovative versions of the iconic BOB haircut will be presented. This legendary haircut, reinterpreted in infinite ways, will be showcased to the audience in entirely new solutions—distinctly diverse, contemporary, modern, and avant-garde—characterized by extreme lightness, natural volumes, movement, and dynamism.

Among the technical innovations presented on stage, the brand-new Crisscross Technique stands out. This technique allows for the creation of balanced and dynamic layers by weaving a foundational structure that ensures speed, ease of execution, and creative freedom. What sets this technique apart is the 'opposition' interplay, which gives the hair fullness and exceptional softness.

Hairstylists: Davide D'Ettorre, tagliatiXilsuccesso & SCREEN International School Director; Walter Vetricini, tagliatiXilsuccesso & SCREEN International Upstyle Supervisor; Marco Magnarelli, tagliatiXilsuccesso & SCREEN Italian Team; Antonio De Cristofaro, tagliatiXilsuccesso & SCREEN Italian Team **ON HAIR SHOW**

1:20 PM - 1:50 PM CEST ANGELO SEMINARA x KEMON presents: "VISIONHAIR, THE SHOW" Presented by COSMOPROF ON HAIR ARENA - PAD. 37 – ONSITE Italian/English

Stunning stage effects and breathtaking time acceleration: Angelo Seminara leads us on a visionary journey where beauty unfolds before our eyes at an astonishing speed. The concept of 'Fast Forward' comes to life on stage, turning time into the show's ally. Iconic looks, lightning-fast scene changes and energetic catwalks set the pace for a dazzling show. With his creative flair and technical mastery, Angelo redefines the boundaries of hairstyling, creating an immersive experience that melds art, innovation and pure emotion.

Hairstylist: Angelo Seminara, Kemon Global Art Director

COSMO ONSTAGE

1:30 PM - 2:00 PM CEST FAPIB/TECHNOLOGY AND WELL-BEING: NEW SYNERGIES Presented by COSMOPROF MALL – ONSITE

Well-being and technology seem like parallel, distinct worlds: on one side, a warm, sensory experience; on the other, the precision of data and technical progress. But it is time to overcome this dichotomy.

This talk explores how the integration of technology and manual expertise is revolutionizing the wellness sector: from devices that personalize treatments based on individual needs to AI that enables real-time monitoring, we will see how these innovations are redefining the connection between client and professional.

Technology does not replace the holistic approach; it enhances it, improving effectiveness and delivering longer-lasting results. A new paradigm is emerging: no longer a choice between human touch and machine efficiency, but a synergy that elevates both.

Speaker: Silvia Fossati, Secretary of FAPIB - National Association of Manufacturers and Suppliers of Beauty and Wellness Technologies.

COSMO ONSTAGE

2:00 PM - 2:45 PM CEST TREATMENT WITH NEOCARE ELITE Presented by COSMOPROF MALL – ONSITE

An anti-aging treatment using a unique device that combines three radio frequency technologies (TECAR – EMS – Hi-TENS) to treat all layers of the skin with a range of varied electrodes. This stimulates the body's metabolism to achieve a lifting effect, deeply treat wrinkles, reduce water retention, reshape facial contours, and sculpt the face by combining manual expertise with advanced technology.

Bloomea has been on the international aesthetic scene since 2015. Originally created by 2 aesthetic surgeons, it has become the aesthetic branch of the Winback Group since 2022. Manufacturer and marketer of innovative, and non-invasive technologies, Bloomea has a portfolio of unique devices that allow beauty professionals to treat anti-ageing and slimming issues from the Epidermis to the underlying musculature.

Speaker: Anne Jarniou Klermund, Director of International Sales at Bloomea

ON HAIR SHOW

2:00 PM - 2:30 PM CEST L'ORÉAL PROFESSIONNEL presents: "HAIR.TECH 2.0" Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE Italian

Color, fashion, art, and technology intertwine in a performance of pure creativity. L'Oréal Professionnel presents its DNA with the mastery of Beppe D'Elia and the expertise of our Italian Ambassadors. A hairtech experience that will inspire you.

Hairstylists: Gessica Bracalente, Brand Ambassador of L'Oréal Professionnel; Beppe D'Elia, Creative Director and Founder Beautick - partner L'Oréal Professionnel; Anna Romaniello, Brand Ambassador of L'Oréal Professionnel; Nico Vinci, Brand Ambassador of L'Oréal Professionnel

ON HAIR SHOW

2:30 PM - 3:00 PM CEST MATRIX presents: "THE MATRIX MOVEMENT: YOUR STYLE, YOUR RULES" Presented by COSMOPROF ON HAIR ARENA – HALL 37 – ONSITE English

The Matrix Movement: Your Style, Your Rules is more than just an event, it's an invitation to join a movement that is redefining the rules of the game in hairstyling. Get ready to be inspired, trained, and transformed!

The experience is divided into two key moments: the first focuses on the effectiveness of the method and education, while the second is all about inspiration and community.

Speaker: Cristian Chiffi, Global Matrix Artist; Simone Di Fazio, Matrix Artist; Salvatore Morello, Matrix Artist; Valentina Musco, Matrix Artist

COSMETICA ITALIA

2:30 PM CEST

HAIR RING SELECTED - PROUD TO SUPPORT YOUNG TALENT! LOUNGE COSMETICA ITALIA - CENTRO SERVIZI BLOCK D - 1ST FLOOR – ONSITE Italian

Organized by COSMOPROF in collaboration with Camera Italiana dell'Acconciatura and NEXT FASHION SCHOOL

ON HAIR EDUCATION

2:30 PM - 3:40 PM CEST CLOREA HAIR CARE BY MICHELE RINALDI presents: "BEYOND THE MIRROR" Presented by COSMOPROF SERVICE CENTRE – ONSITE Italian

Imagine a natural coloration. Imagine coloring any white hair. Imagine it lightening. Imagine that it's for all Women and not only allergic, sick, or pregnant women, or for those who love "natural", even if it should be enough. Imagine that it doesn't pollute. Imagine that it gives beauty beyond appearances. Imagine being even more the artist of your work.

It's not an image, but it's the BOTANICAL COLORATION... ours and yours.

Hairstylists: Michele Rinaldi, Stylist, expert in plant-based coloring; Nicolò Carriere Stylist, expert in plant-based coloring; Martina Conti, Stylist, expert in plant-based coloring; Nicla D'Alterio, Stylist, expert in plant-based coloring; Erica Facchinetti, Stylist, expert in plant-based coloring; Francesca Riccio, Stylist, expert in plant-based coloring

ON HAIR SHOW

3:00 PM - 3:30 PM CEST REDKEN presents: "NY, THE CITY THAT NEVER SLEEPS" Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE Italian

With Redken, experience a show set in The City That Never Sleeps. The vibrant energy of New York is expressed through cuts and liquid color, proving that in NY, style never sleeps.

Hairstylists: Mimmo Durante, Redken Artist; Mauro Galzignato, Artistic Director of DRIP Club; Roberto Riccardo, Redken Artist; Andrea Scremin, Redken Artist

COSMO ONSTAGE

3:00 PM - 3:45 PM CEST NATURE TECH AND SCIENTIFIC PROFESSIONAL EDUCATION Presented by COSMOPROF MALL – ONSITE

Nature-tech skincare is the new trend: biomolecules and biotechnology for increasingly high-performance natural products and treatments are the present and future of professional aesthetics. From plant harvesting to formulation, a journey to understand what's "behind the scenes" and better navigate professional aesthetics.

In both aesthetics and the SPA world, certainty of outcome and operator competence are increasingly required. The talk will outline the guidelines for biomechanical, physiological and holistic knowledge, which are essential for professional success today.

Moderator: Camilla Barni, Journalist and radio speaker Mabella Speaker: Giuseppe Mazzocco; Roberto Paladin, CEO MEI SRL

ON HAIR SHOW

3:40 PM - 4:20 PM CEST MOUNIR GROUP presents: "THE GODFATHER OF HAIR DESIGN – MOUNIR" Presented by COSMOPROF ON HAIR ARENA - HALL 37 – ONSITE English with simultaneous translation in Italian.

Experience the revolution as Mounir takes the spotlight at Cosmoprof 2025. Renowned for his innovative techniques, precision, and artistic vision, Mounir continues to set new standards in the hair industry.

Discover the power of toner transformations, expert insights, and an exclusive preview of the latest Mounir professional products. This is your opportunity to witness the future of hair artistry and be inspired by a true industry icon.

Join us for a transformative journey where education meets creativity, and boundaries are redefined.

Hairstylist: Mounir Abou Omar, Co-Founder Mounir Group, Entrepreneur, Hair Designer

ON HAIR EDUCATION

3:50 PM - 5:20 PM CEST ANGELO SEMINARA x KEMON presents: "VISIONHAIR, THE SEMINAR" Presented by COSMOPROF SERVICE CENTRE– ONSITE Italian

The seminar will kick off with an interview conducted by Roberto Pissimiglia from Estetica, during which Angelo Seminara will share his professional and artistic approach, as well as his innovative vision. Following this, there will be the live demonstration of an innovative haircut, an iconic haircut reinterpreted with Seminara's creativity and personal touch. An unmissable opportunity for those seeking a ground-breaking educational experience to transform their professional vision.

This event is by invitation only. In order to attend, please write to education@kemon.it

Hairstylists: Angelo Seminara, Kemon Global Art Director

ON HAIR EDUCATION

5:20 PM - 6:20 PM CEST BEHIND THE CHAIR presents: "UNLOCKING GREATNESS: FIGHT MEDIOCRITY WITH MARY RECTOR FROM BEHINDTHECHAIR.COM" Presented by COSMOPROF CENTRO SERVIZI – ONSITE English with simultaneous translation in Italian.

Get ready for life-changing advice from Mary Rector, Founder and Creative Director of BehindTheChair.com. With 24 years of experience building BTC, Mary shares the invaluable lessons she's learned, including the misfortunes and mistakes that led her to success. Born in a small Illinois town, Mary's story of overcoming childhood struggles to create the world's largest community of salon professionals is nothing short of inspiring. This class will guide you through the principles and practices that propelled Mary and BTC's success, showing you how to avoid burnout, be present, and unlock your full potential every single day.

In this session, you'll discover how to:

 \cdot Embrace discomfort: how stepping out of your comfort zone can drive personal growth.

· Fight mediocrity: tactics to rise above a world that often encourages complacency.

 \cdot Acceptance & progression: concrete steps to propel yourself forward, overcoming self-doubt.

 \cdot Evaluating influences: how to identify the people who lift you up (and those who pull you down).

 \cdot Permission to dream: ways to believe in your dreams and take actionable steps to make them a reality.

Speaker: Mary Rector, CEO e Founder of BEHINDTHECHAIR

INSTITUTIONAL EVENT

6:30 PM CEST COSMOPROF CLOSING PARTY SERVICE CENTRE- ONSITE

Organized by Cosmoprof.

This event is by invitation only.